WHAT IS CLAIMED IS:

1   1.   A method comprising:

2   receiving order information based on an order of a customer; and

3   determining an offer for the customer based on:

4   the order information and

5   at least one of

6   a genetic program and

7   a genetic algorithm.

1   2.   The method of claim 1, further comprising:

2   determining an order price based on the order information,

3   and in which determining an offer comprises:

4   determining an offer for the customer based on

5   the order price, and

6   at least one of

7   a genetic program and

8   a genetic algorithm.

1   3.   The method of claim 2, in which determining an offer comprises:

2   determining an offer for the customer based on

3   a round-up amount, and

4   at least one of

5   a genetic program and

6   a genetic algorithm.

1   4.   A method comprising:

2   receiving order information based on an order of a customer;

3   determining an offer for the customer based on:

4   the order information, and

5   historical offer criteria; and

6   generating offer criteria for a subsequent offer based on potential upsell

7   items.

1   5.   A method comprising:

2   generating a base set of rules based on historical order information;

3   creating new rules based on

4   the base set of rules and

5   additional historical information; and

6   optimizing the new rules based on experience from orders.

1   6.   A device, comprising:

2   a processor; and

3   a storage device coupled to the processor and storing instructions adapted

4   to be executed by said processor to perform the method of claim 1.

1   7.   A medium storing instructions adapted to be executed by a processor to

2   perform the method of claim 1.

1   8.   A computer-readable medium that stores data accessible by a program

2   executable on a data processing system, the data being organized according to a

3   data structure that includes:

4   a plurality of modifiable rules defining offers to provide during a

5   transaction.